



State of Wisconsin
Governor Scott Walker

Department of Agriculture, Trade and Consumer Protection
Ben Brancel, Secretary

DATE: June 23, 2016

TO: Board of Agriculture, Trade and Consumer Protection

FROM: Ben Brancel, Secretary *T. Smith to BB*
Daniel Smith, Administrator, Division of Agricultural Development *Paul M. Lutz*

SUBJECT: Wisconsin Agriculture & Food Center Report

PRESENTED BY: Mark Weihing, Farm Center Team Lead

RECOMMENDATION: This is for informational purposes only. No Board action is required.

SUMMARY / BACKGROUND:

The Wisconsin Agriculture & Food Center supports all facets of Wisconsin agriculture between the farm and the consumer. The mission is to help grow healthy economies through agribusiness and economic development, local and regional food initiatives and other opportunities for Wisconsin. The Wisconsin Ag & Food Center strengthens Wisconsin's agriculture and food businesses by providing trainings, publications, and one-one-one technical assistance. Programs focus on markets, business and producer development across the supply chain.

This verbal report will provide highlights of the Wisconsin Ag and Food Center's activities. The following outline contains the information that will be presented.

Agriculture generates \$88 billion for Wisconsin

2811 Agriculture Drive • PO Box 8911 • Madison, WI 53708-8911 • Wisconsin.gov

An equal opportunity employer

Wisconsin Agriculture & Food Center Activities

Report to the Board of Agriculture, Trade and Consumer Protection

July 7, 2016

I. Value-Added Food and Farm Counselor Program

- a. Rolled out January 2016
- b. Designed to help increase sales and profitability for Wisconsin local food producers and businesses
- c. Primarily for businesses beyond the initial start-up phase, counselors assist in a wide range of areas, including: business planning, long-term budgeting, market research, and funding options. Each counselor has his/her own area of expertise, and brings his/her own experiences to the table.
- d. Trained 18 counselors statewide
- e. Technical support
- f. Assisted 25 WI agriculture businesses to date

II. Buy Local, Buy Wisconsin Grants

- a. The FY2016 call for pre-proposals yielded 23 pre-proposals requesting nearly \$733,066
 - Reviewed internally
 - 12 were requested to submit full proposals
- b. 8 full proposals received and reviewed with team of 7 internal and 7 external raters.
 - 7 Recommended for awards totaling \$200,000
 - 1) B & E's Trees, LLC – La Crosse - \$29,500
 - 2) The Cannery Market LLC, DBA The Cannery Public Market – Green Bay - \$15,000
 - 3) Fizzleology Foods – Viroqua - \$15,000
 - 4) Eastside Farmers Market – Madison - \$10,000
 - 5) Hodan Community Services, Inc. – Mineral Point - \$48,500
 - 6) REAP Food Group – Madison - \$32,000
 - 7) Wisconsin Food Hub Cooperative – Madison - \$50,000
- c. FY2017 request for proposals expected to be announced in July
- d. BLBW Direct Return 2008-2016
 - Investment: \$1,255,400
 - 44 projects funded
 - Grants range from \$10,000 - \$50,000

- Increased WI food sales by over \$6.8 million
- Benefitted 2,429 WI producers
- 1,635 markets have benefitted
- Created 91 new jobs and helped to retain 103
- ROI of 9:1

III. Edible Startup Summit 2015

- a) 150 attendees
- b) Shared knowledge, connect with other farm and food businesses, experienced local food and farm businesses, and technical assistance from DATCP staff
- c) Sat down one-one to ask in-depth questions of one of 10 experts
- d) 90% felt they were somewhat to very likely to increase sales and profitability
- e) Next Edible Startup Summit August 24-26 – Madison

IV. Something Special from Wisconsin

- a) Memberzone
 - Cloud-based member management platform
 - Create efficiencies
 - Members will update their directory listing on line and pay on line.
 - Update the SSfW website with fresh, new look.
 - Unlimited staff user access – can use for event registrations

V. Farm to School

- a) Implementing Statewide Wisconsin Farm to Institution Procurement Strategy
 - Funded by Federal State Market Improvement Program grant
 - Education to food service directors
 - **Goal One:** A minimum of 100 institutional purchasers participate in the WI Farm to Institution Procurement Strategy
 - **Goal Two:** Identify the necessary volume and seasonality of identified products to bring the price of locally-grown products in-line with the price of similar products offered through broadline distributors
 - **Goal Three:** Increase the purchase of Wisconsin-grown food products by institutional markets 10% by December 2017, representing approximately \$1,000,000 in additional local food purchases.
 - Grainger School of Business committed graduate student support for at least 2 semesters
 - 5 target products:
 - Yogurt
 - Naked potato wedges
 - Broccoli florets

- Applesauce
- Carrots

b) Great Lakes Apple Crunch

- Registration (over 200,000 participated last year)
- Promotion

VI. AmeriCorps Farm to School

AmeriCorps Service Year runs from August 1 to July 31

a) 2014-2015 program

- 32 AmeriCorps members
- 17 host sites
- served over 10,000 students in 60+ districts
- 16 counties

b) August - April of this service year (2015-2016)

- 7,000 students in pre-school through 12th grade,
- Introduced 474 new foods to schools,
- Connected 127 farmers with schools
- Helped develop or maintain 75 school gardens around Wisconsin.

c) 2016-2017 service year

- Expanding to include 4 additional counties.
- Program mission: combat childhood obesity and support local area farmers through direct procurement of local products into school cafeterias, provision of nutrition education, and development of student knowledge of Wisconsin Agriculture.
- AmeriCorps members connect with local FFA chapters, 4H groups, master gardeners, and other agricultural advocates to form coalitions tasked with growing local farm to school programs.

VII. Meat Industry Update

a) Master Meat Crafter Update as of 6/15/16

- Thirty Master Meat Crafter Candidates are enrolled in the 4th Master Meat Crafter Calls
- For the first time since the Program's inception, applications exceeded class capacity
- The candidates have completed two of six schools (Meat Processing School and Fresh Meats School)
- The candidates will convene in August for Meat Safety and Microbiology School
- Successful candidates will graduate during a ceremony held in January 2018

b) Farm to Fork Tours

- Participated in a Farm to Fork Tour hosted by the Wisconsin Beef Council on September 17
- Tour stops included S&R Angus Farm and Country Fresh Meats
- Staff gave an overview of Wisconsin's Beef Industry

c) Presentations:

- "Direct Marketing Meat" Wisconsin Commercial Deer and Elk Association on January 30
- "Direct Marketing Beef" Wisconsin Cattlemen's Association Winter Conference on February 5

VIII) Dairy Industry Update